

# COURSE DETAIL

## INNOVATION IN BUSINESS AND ECONOMIC GROWTH

**Country**

Netherlands

**Host Institution**

Maastricht University - School of Business and Economics

**Program(s)**

Business and Economics, Maastricht

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

115

**UCEAP Course Suffix****UCEAP Official Title**

INNOVATION IN BUSINESS AND ECONOMIC GROWTH

**UCEAP Transcript Title**

INNOVATION & GROWTH

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## **Course Description**

This course looks at the role of innovation in the modern economy. It explores innovation from within the firm and investigates how innovation processes contribute to economic growth. The literature covers notions of knowledge, innovation, and technology (innovation systems, general purpose technologies), their organizational patterns (networks, clusters, and global value chains), and firms' innovation strategies in modern contexts (dispersed R&D, markets for technology). In order to develop theoretically grounded innovation strategies, the course combines a theoretical perspective with practical elements on innovation processes in firms. Each tutorial is divided in two parts: in the first part the assigned literature is reviewed and discussed, in the second part students work in groups to apply the theoretical insights to real-life business cases. Students are required to write a business case which focuses on defining an appropriate innovation strategy for an existing or start-up firm depending on four different hypothetical scenarios which might characterize the Netherlands' economy and society in 2040. This course provides business students with the dual opportunity to develop their understanding of innovation processes within firms and understand how managerial decisions shape and are shaped by economic, social, and technological conditions.

## **Language(s) of Instruction**

English

## **Host Institution Course Number**

EBC2148

## **Host Institution Course Title**

INNOVATION IN BUSINESS AND ECONOMIC GROWTH

## **Host Institution Campus**

Maastricht University

## **Host Institution Faculty**

School of Business & Economics

## **Host Institution Degree**

## Host Institution Department

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